

ABSTRACT

An information provision apparatus previously stores associated information concerning an on-air program. The apparatus accepts a request for associated information from a client terminal CT which receives a program's broadcast signal. In synchronization with timing of accepting the request, the apparatus reads the associated information and transmits it to the client terminal CT. When the on-air program changes to a next program in such situation, the apparatus updates the associated information which should be read and transmitted. The apparatus can update the associated information to be transmitted in synchronization with program changeover. It is possible to provide the program in synchronization with the associated information without a time difference between both.